MS Ignite 101

Naomi Moneypenny (MVP)
Andy Malone (MVP, MCT)

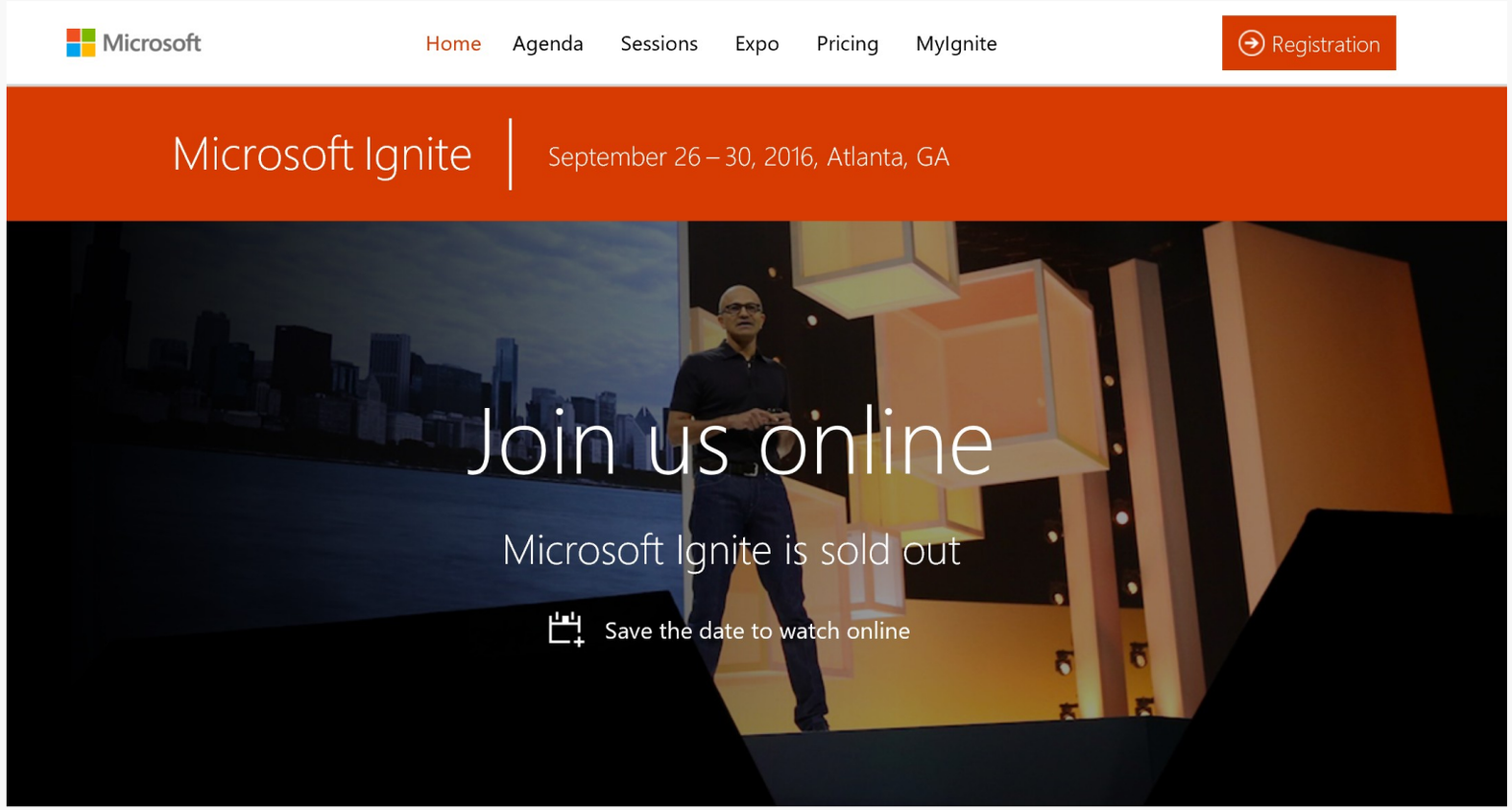
Microsoft

Welcome and THANK YOU for attending!

Microsoft Ignite

September 26-30, 2016
Atlanta, GA,
Georgia World Congress Center (GWCC)

http://ignite.microsoft.com
http://myignite.microsoft.com



Microsoft Ignite

Sept 26 – 30, 2016

Georgia World Congress Center | Atlanta

Sold Out in July

Pre-days
Breakouts
Expo
Theater
Social Hours
Side Meetings
VIP Program
Networking
Labs

IT PRO

ITDM

Enterprise Dev & Architects

20,000+ attendees

1300+ Sessions

About Naomi

- CTO at ManyWorlds & MVP
- Microsoft Tech Community, SPC, WPC, Build, Ignite, Channel 9
- Drink at firehose of learning & sharing!

About Andy…

- Microsoft MVP Security, Snr Tech Trainer, Security Specialist
- Microsoft event speaker 12 Years, Ignite, TechEd etc
- Great opportunity to learn new skills & Meet great folks

Microsoft Ignite Logistics

Is this your first MS Ignite/MS Conference?

- This is Microsoft's second Microsoft Ignite Conference (last MS Ignite was in Chicago, May 2015)
- Consolidation of Management Summit, the Exchange, SharePoint, Lync/Skype, Project, and TechEd conferences – Everyone in one place for a week!!!
- Microsoft's largest IT Pro Technology focused event: 20K+ Attendees

Microsoft's Tier 1 Events:

Target Audience	IT/Business Leaders	IT Pros & Decision Makers, Enterprise Developers	Developers	Partners
Tier 1 Event	Microsoft Envision *Feb/March*	Microsoft Ignite *September*	//build *March/April*	WPC *July*

Microsoft Ignite Audiences

Challenge what you know, reveal new opportunities, spark innovation, and see where technology is headed at the largest and most comprehensive Microsoft technology event

IT Decision Makers

Final authority for purchase decisions in a particular technology area of their organization, but do not directly use or implement the technologies

IT Professionals

Technical SME for their organization in a particular technology area and have significant input on purchase decisions

Enterprise Developers & Architects

Developers create the programs that provide business solutions; architects link the business strategy, & processes to the IT strategy

Press & Analysts

Key industry influencers review our products and report on news to our customers

Microsoft Ignite

Atlanta | September 26-30, 2016

300+ partners at the Expo

20,000+Attendees
1300+ Sessions

IT Decision Makers
IT Pros, Enterprise Dev & Architects

Spark the future — Microsoft Ignite is for big thinkers looking for an edge. It's for senior technical decision makers seeking what's next, and who wants insights on key technology trends in the industry. It's for IT professionals who need hands-on experience to enhance their technical skills. It's for enterprise developers and architects looking for innovative ways to maximize application development. It's for those who want to feel inspired and enlightened.

Objectives:

- Establish Microsoft as the cloud vendor of choice
- Educate IT and Developers and improve IT Pro satisfaction
- Enable business and pipeline building
- Build and invest in a vibrant customer community to expand reach and create advocates

Agenda at-a-glance

Day 1

Morning & afternoon keynotes
General sessions & breakouts
Tech Executive Forum
Theaters
Hands-on Learning
Certification Testing
Expo Hall
Welcome Reception

Day 2

Breakouts & mini breakouts
Theaters
Tech Executive Forum
Hands-on Learning
Certification Testing
Expo Hall & Expo Social Hour
Women in Technology Reception

Day 3

Breakouts & mini breakouts
Theaters
Hands-on Learning
Certification Testing
Women in Technology Luncheon
Expo Hall & Expo Social Hour

Day 4

Breakouts & mini breakouts
Theaters
Hands-on Learning
Certification Testing
Expo Hall
Attendee Celebration

Day 5

Breakouts & mini breakouts
Neighborhood theaters
Hands-on Learning
Certification Testing

More agenda details can be found here.

Content at-a-glance

Topics

- Application Platform
- Communications
- Compliance
- Data
- Deployment
- Desktop
- Internet of Things (IoT)
- IT & Cloud Infrastructure
- Management
- Mobility
- Productivity
- Security

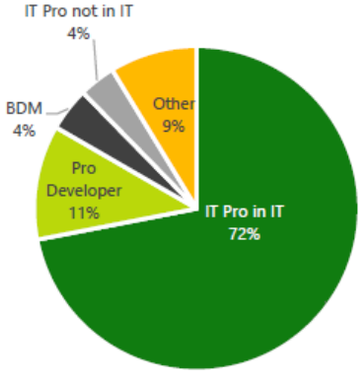
Learning Experiences

- Best Practices
- Breakout sessions
- Case Studies
- Certification Testing
- Community Theaters
- Customer Showcases
- Deep Dives & Demos
- Expert Connections
- General sessions
- Hands-on Learning
- Ignite Studios
- Immersions
- Interactive Digital Labs
- Microsoft theaters
- Overflow viewing
- Panel discussions
- Partner sessions
- Partner Theaters
- Personal Learning Paths
- Product roadmaps, vision, & strategies
- Second Screen Experience
- Study halls & Exam Prep

Updated: April 25, 2016

Microsoft Ignite
Atlanta, GA
September 26 - 30, 2016

1 Role Mix: 72% are IT Pro's, 11% Developers, 4% BDM's and 4% IT Pro's not in IT



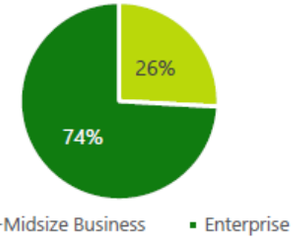
IT Pro in IT: I am an Information Technology executive, manager or staff person whose primary job position is in a formalized Information Technology - IT, Network Infrastructure, Database Management, information systems or MIS - Management of Information Systems - department of my company.

Pro Developer: I create software applications, build or write computer code, develop websites or complex macros at work.

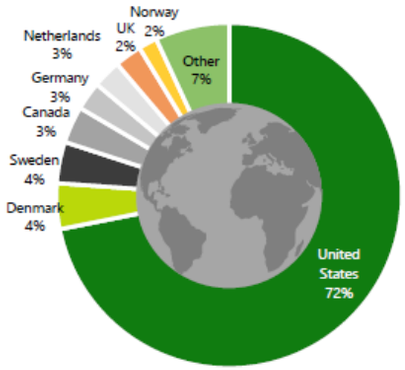
BDM: I have significant decision-making authority at work for my own department or multiple departments but I do not work in the IT department.

IT Pro not in IT: I perform the functions of an IT staff person, but work outside of a formalized IT department.

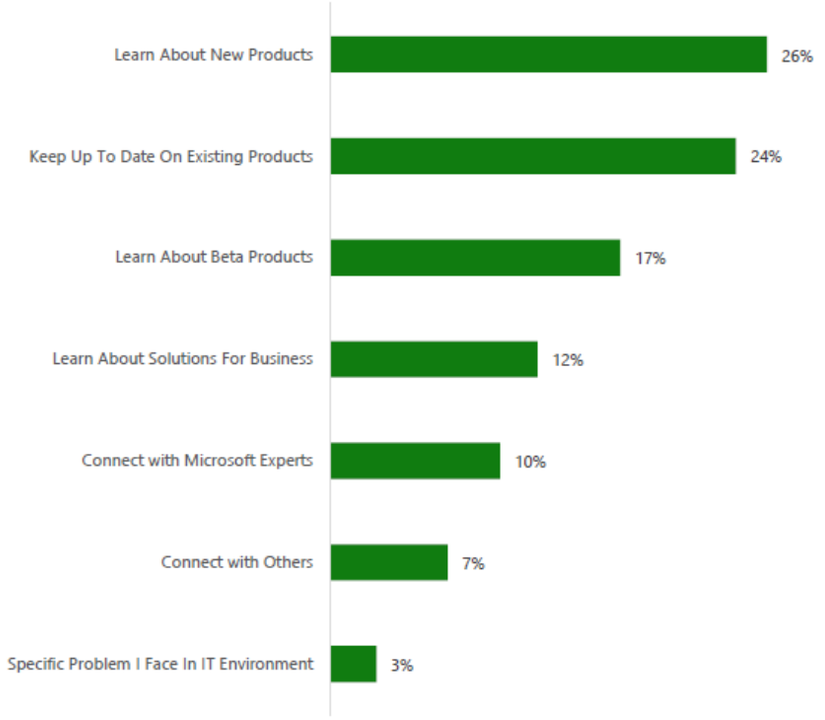
2 Company Size Mix



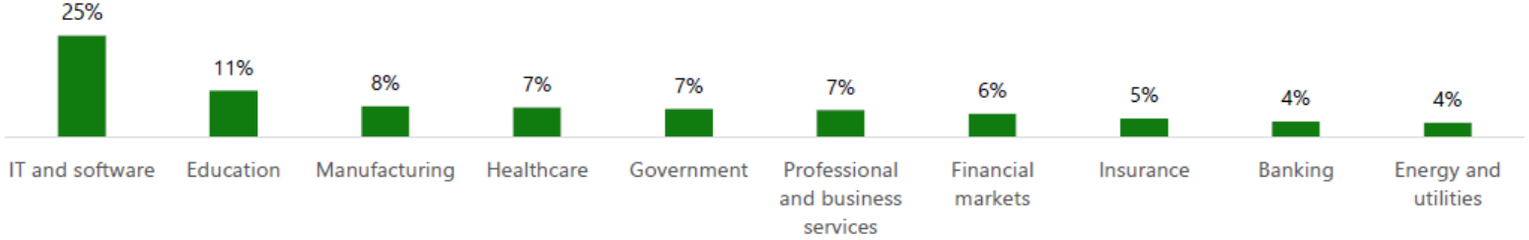
3 Geography: 72% of attendees are from the US, though strong representation from Western Europe, Canada and the UK.



5 Attendee Objectives



4 Top 10 Industries



Keynotes

Keynote host

Monday, Sept. 26
9:00 – 10:30 AM, 4:00 – 5:00 PM
Phillips Arena

Julia White
GM, Cloud Platform
Microsoft

Julia White is Microsoft Ignite's conference and keynote host this year! Look for Julia during Monday's keynotes where she'll provide behind the scenes information and join both Scott Guthrie and Satya Nadella onstage to discuss the future of tech.

Morning Keynote

Monday, Sept. 26
9:00 – 10:30 AM
Phillips Arena

Scott Guthrie
EVP, Cloud & Enterpr
Microsoft

Join Scott Guthrie in the Phillips Arena on Monday morning to kickstart Microsoft Ignite. Scott will cover today's key technology that is changing the role of IT in the future, and will be joined by special guests, some of whom will show off a few great demos.

Innovation Keynote

Monday, Sept. 26
4:00 – 5:00 PM
Phillips Arena

Satya Nadella
Chief Executive Officer
Microsoft

Satya Nadella will close out the first day of Microsoft Ignite on Monday afternoon for a must-see presentation on next generation innovations that are fundamental to shaping IT in the foreseeable future.
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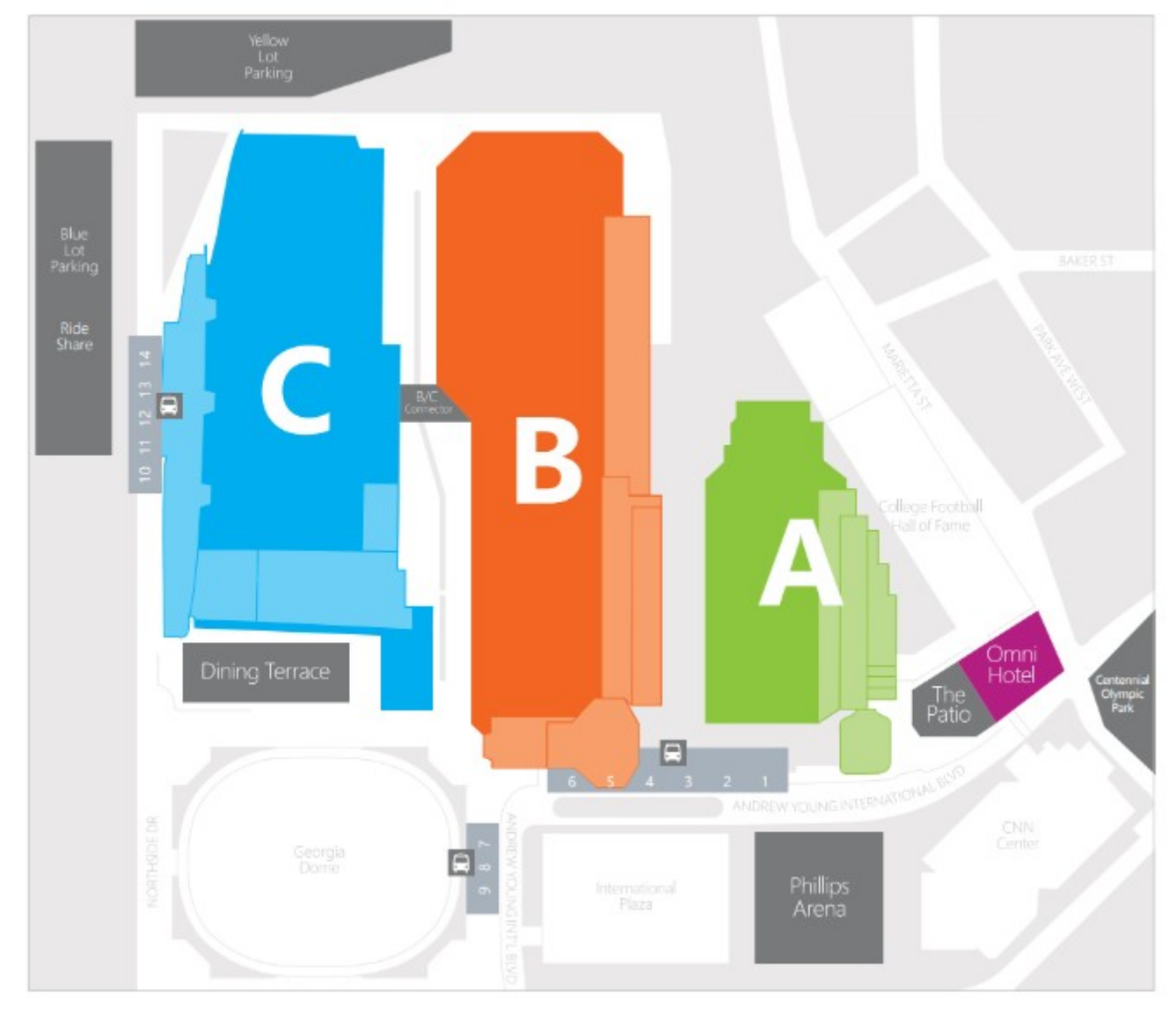
General Sessions

Monday, Sept 26 | 11:00 A.M. –12:15 P.M.

Session Code	Topic + Title	Speaker(s)
GS02	Cloud Voice: Move all your communications to Skype for Business Online	Gurdeep Pall
GS03	Office 365: Powering IT Transformation with Office 365	Kirk Koenigsbauer
GS04	Developer: Overview of the Microsoft Application Platform for Developers	Scott Hanselman
GS05	Cloud Infrastructure: Reinventing agility and productivity with the Microsoft Cloud	Jason Zander
GS06	Security: Secure & Manage Your Digital Transformation	Brad Anderson
GS07	Windows 10 Enterprise: The future is closer than you think; broadly deploying Windows 10 for business	Rob Lefferts
GS08	Data & IOT: The Unreasonable Effectiveness of A.C.I.D	Joseph Sirosh

Microsoft Ignite campus



Building A

Building A Viewing Zone
Building A Theater
Hall A Eatery (Lunch Only)
Sessions
Shuttle Stand: Downtown Routes (1-3)
The Patio

Building B

Check-In
Building B Theaters
Hands-on Learning
Plus Pass Lounge
Sessions
Shuttle Stand: Buckhead & Midtown Routes (4-9)
The Expo

Building C

Certification Testing
Check In
Hall C Eatery (Breakfast & Lunch)
Hang Out
Sessions
Swag Station
Shuttle Stand: Airport Routes (10-14)

B/C Connector

B/C Connector Lounge
Microsoft Ignite Podcast

Philips Arena

Keynote

Omni Hotel

Microsoft Data Science Summit Sessions
Technology Executive Forum

Developers: Building A

ITDM: Building B

IT Pro: Building C

The Expo

The Expo brings together Partner Solutions and Microsoft Product Groups, within the Microsoft Showcase, to bring to fruition a cohesive learning experience and create an interactive space for attendees to network, learn and do business.

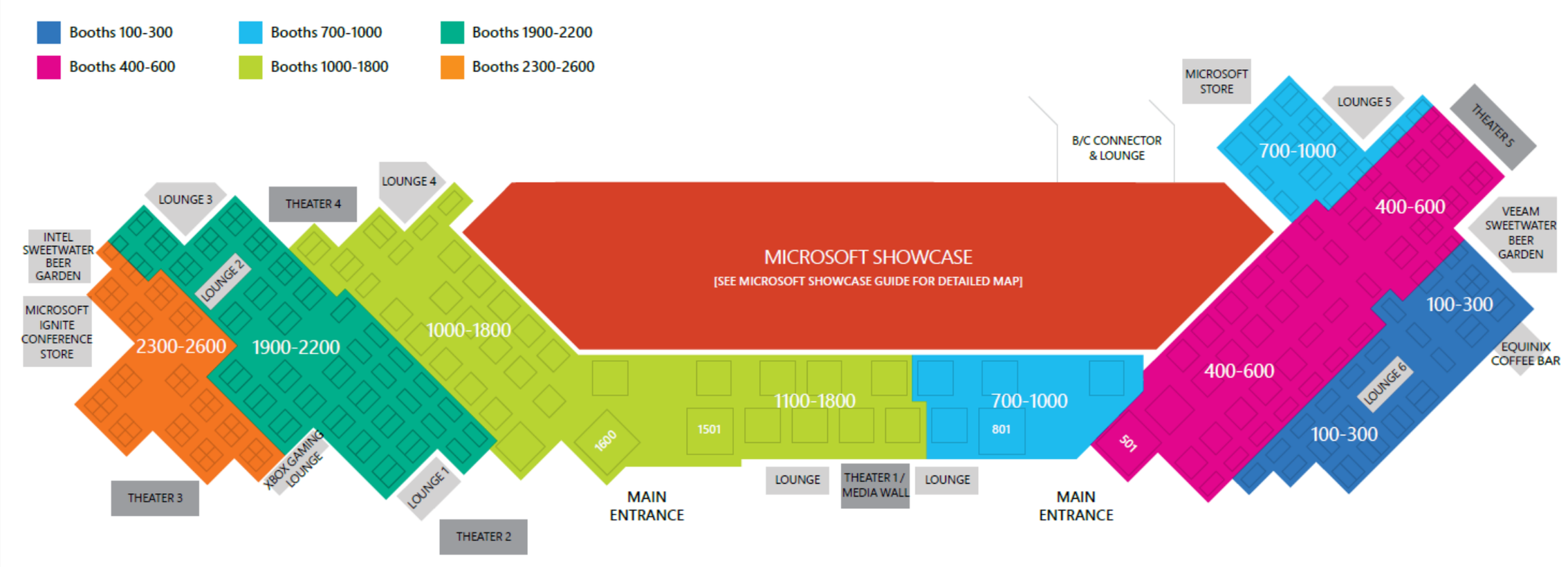
Join us in Hall B to:

- Discover partner solutions and product offerings
- Learn about current and soon-to-be-released products and services
- Talk to the product experts and evaluate solutions for your company's technological challenges
- Network to establish or renew business connections
- Discover tools, services, programs and experts to help make your job easier
- Find training and learning opportunities to help you develop and hone your skills
- Meet experts and peers to expand your professional network, share knowledge and build communities

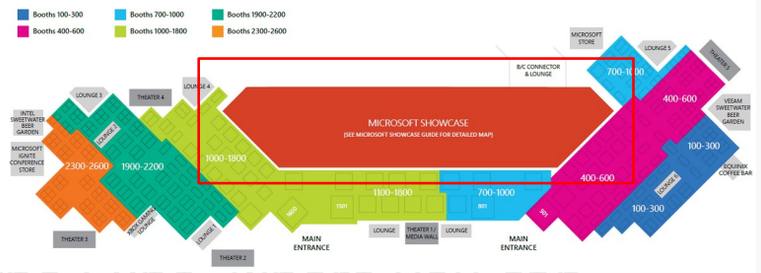
Expo hours

Monday, September 26	12:15 PM – 7:00 PM
Tuesday, September 27	10:00 AM – 6:00 PM
Wednesday, September 28	10:00 AM – 6:00 PM
Thursday, September 29	10:00 AM – 4:00 PM

The Expo Map


Booths 100-300
Booths 700-1000
Booths 1900-2200
Booths 400-600
Booths 1000-1800
Booths 2300-2600
MICROSOFT STORE
LOUNGE 5
THEATER 5
B/C CONNECTOR & LOUNGE
700-1000
400-600
VEEAM SWEETWATER BEER GARDEN
LOUNGE 3
THEATER 4
LOUNGE 4
INTEL SWEETWATER BEER GARDEN
LOUNGE 2
MICROSOFT SHOWCASE
[SEE MICROSOFT SHOWCASE GUIDE FOR DETAILED MAP]
100-300
MICROSOFT IGNITE CONFERENCE STORE
2300-2600
1900-2200
1000-1800
EQUINIX COFFEE BAR
400-600
LOUNGE 6
1100-1800
700-1000
1600
1501
801
501
100-300
XBOX GAMING LOUNGE
LOUNGE
THEATER 1 / MEDIA WALL
LOUNGE
THEATER 3
LOUNGE 1
MAIN ENTRANCE
MAIN ENTRANCE
THEATER 2

Microsoft Showcase



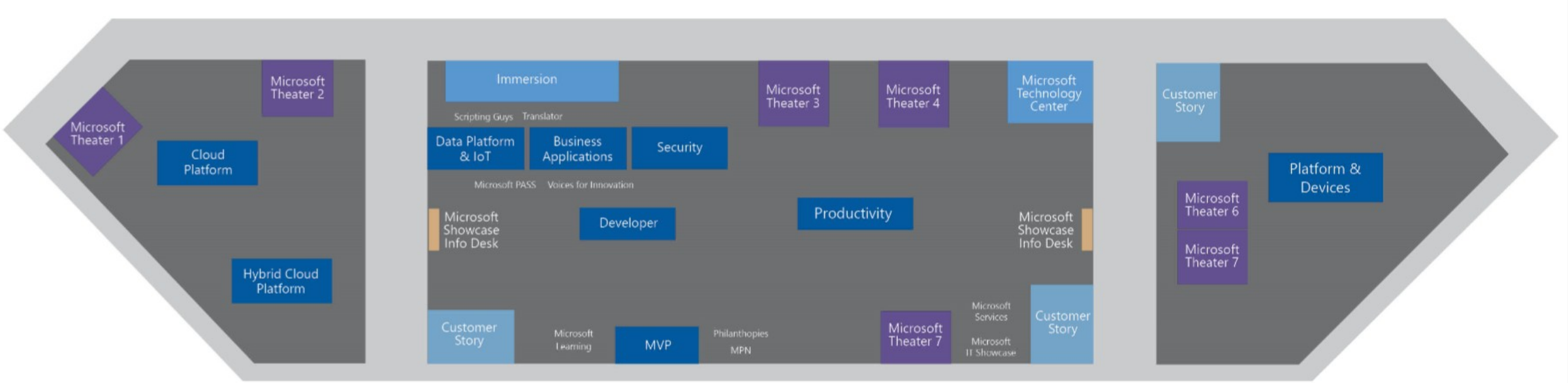
Bring your top questions and challenges to the Microsoft Showcase in the Expo, where you can explore you organization's opportunities in focused conversations with Product Experts for all of Microsoft's products and services at over 150 product demos.

Microsoft Showcase offers

- 7 Microsoft theaters
- Microsoft Technology Center sessions
- Customer Immersion Experience – hear from successful customers such as Renault Sport Racing, Operation Smile and EcoLab

Microsoft Showcase hours

Monday, September 26	12:15 – 7:00 PM
Tuesday, September 27	10:00 AM – 6:00 PM
Wednesday, September 28	10:00 AM – 6:00 PM
Thursday, September 29	10:00 AM – 4:00 PM



Welcome Reception and Social Hours in The Expo

Welcome Reception

The Expo, Hall B1-B5
Monday, Sept 26, 5:00 – 7:00 PM

Join us in The Expo for a Welcome Reception to connect with the community of experts at Microsoft Ignite. Check out Microsoft product demos, talk with Microsoft Experts, engage with Microsoft Partners, and interact with Community experts.

Social Hours

The Expo, Halls B1-B5
Tuesday, Sept. 27 & Wednesday, Sept. 28
5:00 – 6:00 PM

Join us in The Expo to grab a beverage, network with your peers, and learn more about the offerings Microsoft Partners and Product Groups have to offer.

Theaters

At Microsoft Ignite this year we have several different theater locations though out the GWCC:

Microsoft Theaters

- 7 total theaters located in the Expo in the Microsoft Showcase
- Sessions presented by Microsoft
- Seating for around 25 in each theater plus standing room
- Theater sessions not recorded

Partner/Community Theaters

- 5 total theaters located in the Expo
- Sessions presented by Partners and Community
- Seating for around 150 in each theater
- Theater sessions not recorded

Building A & B Theaters

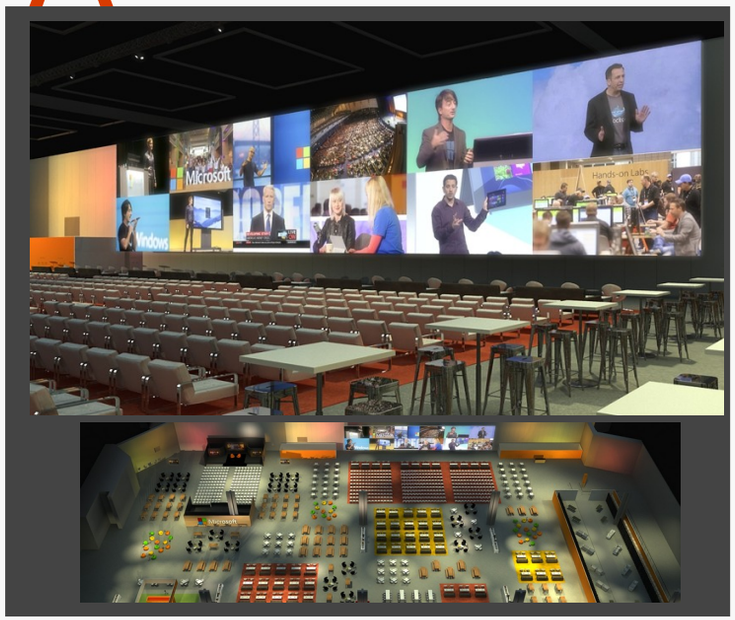
- 3 total theaters located out the Expo in the following locations:
  - Bldg B – Level 2
  - Bldg B – Level 4
  - Bldg A – Level 3
- Repeated content from Microsoft theaters
- Seating for around 50 in each theater
- 3 theaters are recorded

Ignite Studios

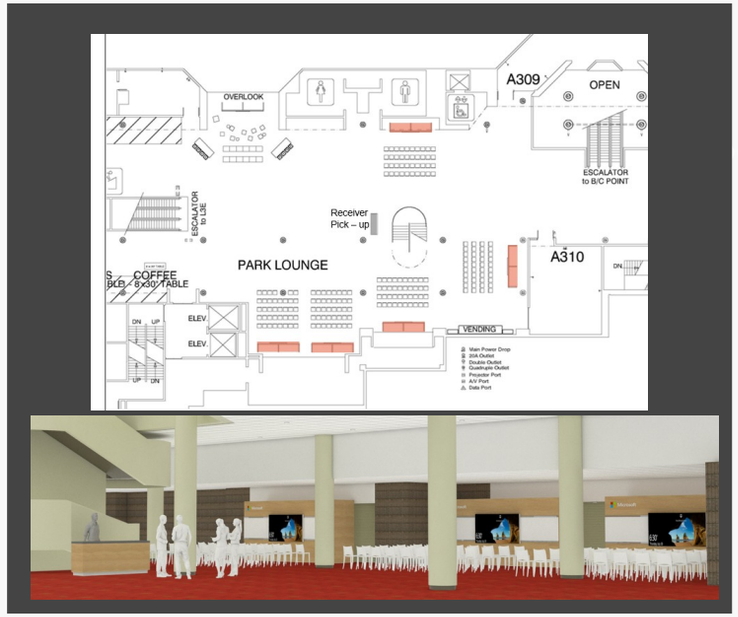
- 1 Large theater in the Hall C Hang Out
- Sessions presented by Microsoft led by Jeremy Chapman
- Seating for 300
- Ignite Studio sessions are recorded

Additional Viewing Areas: Hall C & Hall A

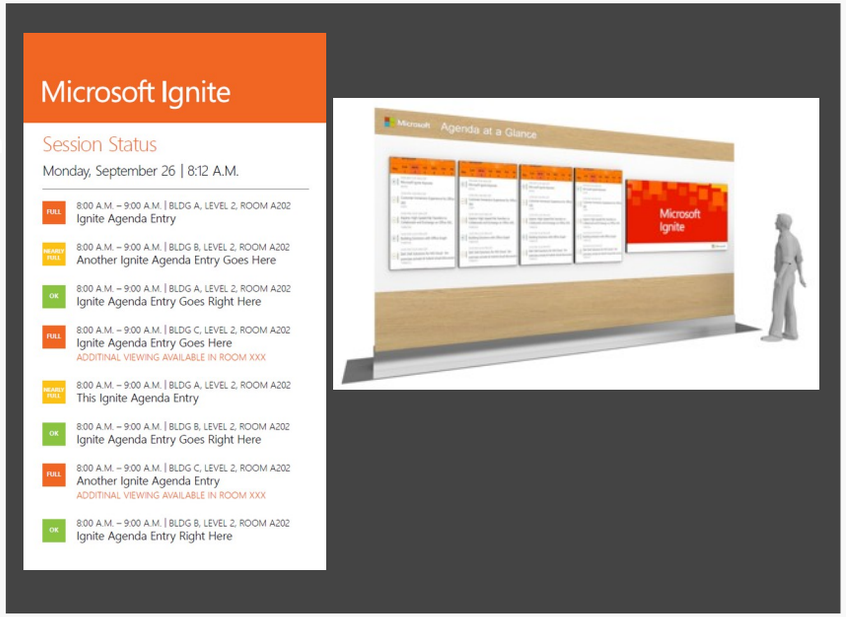
Hall C Hang Out



Hall A



Digital Signage throughout Venue



- In Hall C Hang Out and Hall A Additional Viewing areas, attendees can watch and listen to breakout sessions that are full during each timeslot.
- Attendees can use their own headphones or grab Microsoft Ignite provided headphones to tune in to selected breakout session.
- The Content team will be closely monitoring which sessions are full to determine which sessions will stream to these additional viewing areas.

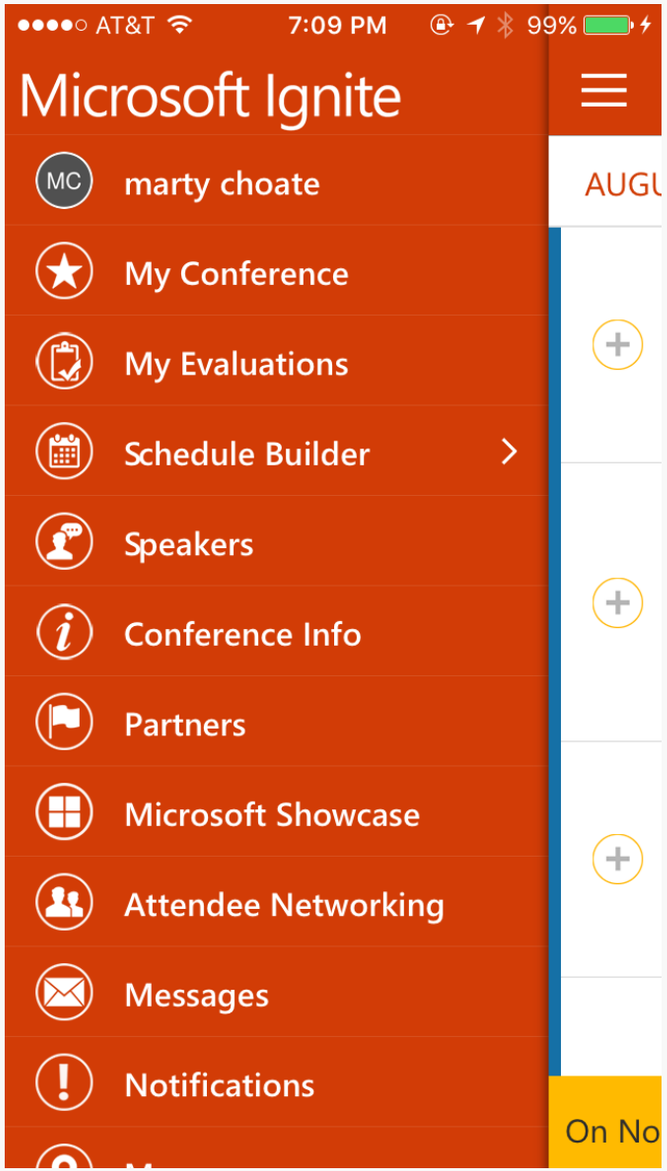
Microsoft Ignite mobile app

The Microsoft Ignite mobile app is your one-stop shop for all conference information.

In addition to providing easy access to essentials such as the Schedule Builder and speaker/session information, the app offers new features such as:

- **Second Screen Experience** – launch your second screen experience on a laptop, tablet or mobile device and follow your session PowerPoint presentation, engage in Community discussions, and livestream a breakout session
- **Interactive Digital Labs bookmarketing and reminders** – self-directed labs can be bookmarked, added to your schedule, and launched from MyIgnite
- **Session Recommendation Wizard** – get recommendations for sessions most relevant to you
- **Session Playlist** – create a playlist of sessions to watch on-demand

Download the app today (available on Windows 8.1/10, iOS, or Android):

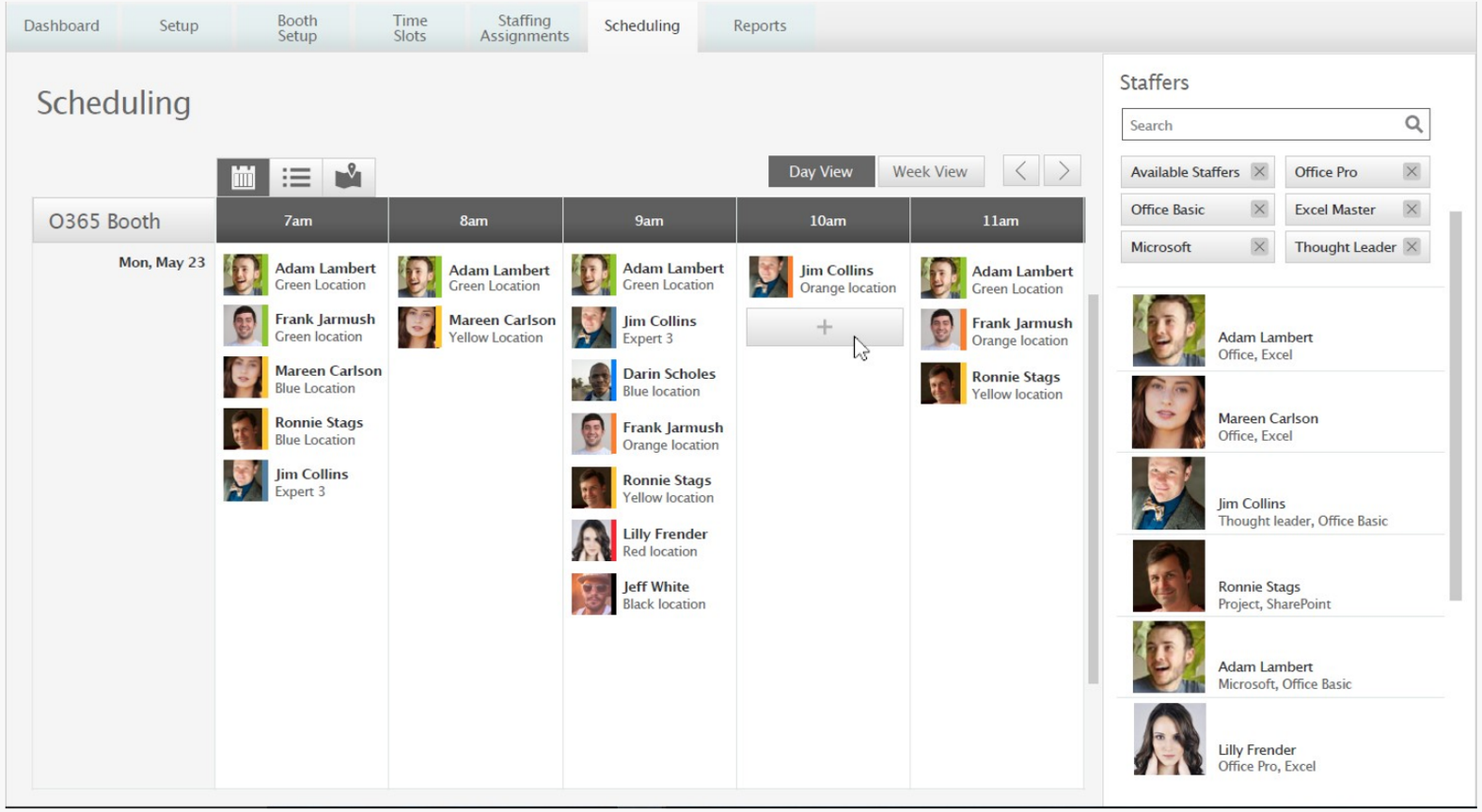


Mobile navigation example

Microsoft Ignite Expert Finder

The Microsoft Expert Finder will enable attendees to search for Microsoft solution and product experts, see their availabilities, and find their locations at Microsoft Ignite.

Learn more at https://aka.ms/ignite.expertfinder



Online Viewing

Monday, September 26: Live Streaming Keynote & General Sessions on ignite.microsoft.com

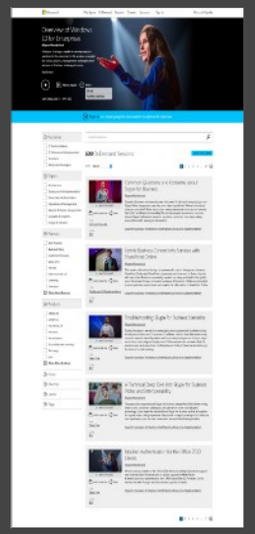
8:30 AM – 11:00 AM: Keynote and Pre/Post Show

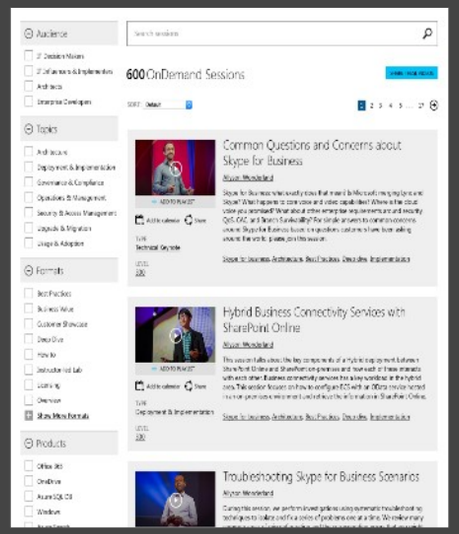
11:00 AM – 12:15 PM: Live streaming all 8 General Sessions – choose which one you want to see live and then the rest will be available On-Demand

12:15 PM – 3:30 PM: Microsoft Ignite Studios

Monday, September 26 – Friday, September 30: In-person attendees will be able to launch a second screen experience (laptop, tablet, and mobile) from MyIgnite and the mobile app that will allow them to follow along via the session PowerPoint, engage in the Community discussions, and even live stream any breakout session.

Beginning Tuesday, September 27: Content (PPT and Video) will be available On-Demand 24-48 hours after each session and attendees will be able to access on MyIgntie and the mobile app





Wireless access

Feel free to connect to and use the following WiFi network: **MSFTWIFI**
When you are prompted for a password, use: **Microsoft**

Dedicated speaker WiFi will be available in breakout rooms.

To improve your WiFi experience, make sure you are not connected to an ad-hoc/peer-to-peer network, and that you are in an area that supports WiFi.

Due to the user load in congested areas, you may experience a slow connection or have difficulty connecting to the network at times. If that is the case, you may want to move to a less congested area. Rogue APs can cause problems for attendees attempting to use the wireless system and can degrade WiFi performance for everyone. Please don’t use Personal Access Points or base-stations of any kind inside the GWCC.

Security and the Microsoft Ignite Wireless Network

The wireless network at Microsoft Ignite is a shared network, designed to require minimal configuration by attendees. We’ve enabled WPA security protocol, though we do recommend that you be prudent in securing your resources, as you should on any public wireless network.

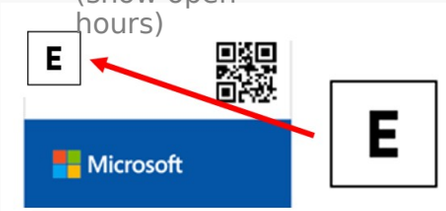
Badge identification

Crew

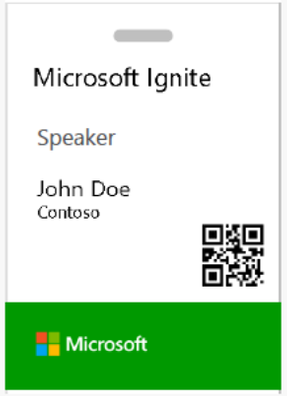
- Valid Sept. 23-Oct 2 ALL AREAS/ALL HOURS
- Crew meal room
- Crew offices
- Keynote – Sept 26 early set up access concourse & higher
- No access to back stage or event level without keynote laminate

Attendee

- Valid Sept. 26-30 ALL AREAS/ALL HOURS
- Keynotes (show open hours only)
- Attendee areas (show open hours only)
- The Commons (show open hours)

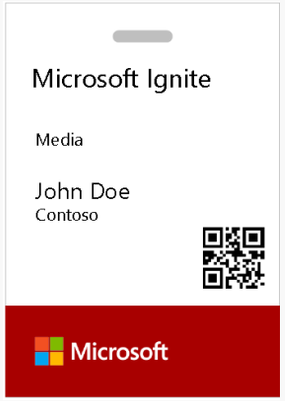


Expo Sponsor/Exhibitor Attendee



Speaker+Staff

- Valid Sept. 23-30
- Keynotes (show open hours only)
- Session room levels (24x7 access)
- Access to Speaker Workroom

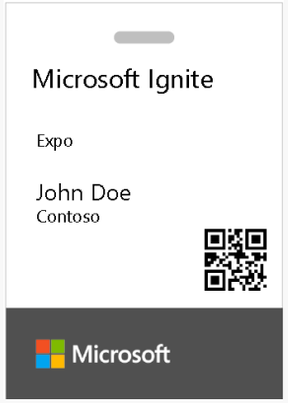


Press

- Valid Sept. 26-30 Show Hours Only
- Keynotes (show open hours only)
- Access to Press Rooms
- Attendee areas and events (show open hours only)

Day Pass

- Valid Sept. 27-29 Show Hours Only
- Note day/date of pass on badge
- Access to attendee areas and events for day of badge
- Access to Expo evening events for day of badge



Expo Pass

- Valid Sept. 23-29 Show Hours Only
- No access to Breakout Sessions
- No keynote access – can view in Expo

Expo Sponsor/Exhibitor Staff

Attendee transportation schedule

Microsoft Ignite shuttles begin operation on Sunday, Sept. 25, and run through Friday, Sept 30. Make sure to check your conference guide and the mobile app for your route schedule and hours. Posted shuttle routes and Microsoft Ignite transportation ambassadors will be in most Microsoft Ignite hotel lobbies to assist with questions.

Stewart Transportation representatives will be available during all shuttle hours and will be located outside GWCC Halls A-C and the Georgia Dome. If you require special transportation needs, please call (206) 852-7695.

Sunday, Sept. 25	Monday, Sept. 26	Tuesday, Sept 27	Wednesday, Sept. 28	Thursday, Sept. 29	Friday, Sept. 30
7:30am – 10:30am Continuous shuttle service every 10-15 minutes between 16 conference hotels, Georgia World Congress Center Halls A-C, & Georgia Dome	**6:30am – 10:15am** Continuous shuttle service every 10-15 minutes between 16 conference hotels, Georgia World Congress Center Halls A-C, & Georgia Dome	**7:00am – 10:30am** Continuous shuttle service every 10-15 minutes between 16 conference hotels, Georgia World Congress Center Halls A-C, & Georgia Dome	**7:00am – 10:30am** Continuous shuttle service every 10-15 minutes between 16 conference hotels, Georgia World Congress Center Halls A-C, & Georgia Dome	**7:00am – 10:30am** Continuous shuttle service every 10-15 minutes between 16 conference hotels, Georgia World Congress Center Halls A-C, & Georgia Dome	**7:30am – 2:00pm** Continuous shuttle service every 10-15 minutes between 16 conference hotels, Georgia World Congress Center Halls A-C, & Georgia Dome
10:30am – 2:30pm No shuttle service	**10:15am – 6:00pm** No shuttle service	**10:30am – 3:45pm** No shuttle service	**10:30am – 3:45pm** No shuttle service	**10:30am – 4:00pm** No shuttle service	
2:30pm – 5:30pm Continuous shuttle service every 10-15 minutes between Georgia World Congress Center Halls A-C, Georgia Dome & 16 conference hotels	**6:00pm – 8:00pm** Continuous shuttle service every 10-15 minutes between Georgia World Congress Center Halls A-C, Georgia Dome & 16 conference hotels	**3:45pm – 6:45pm** Continuous shuttle service every 10-15 minutes between Georgia World Congress Center Halls A-C, Georgia Dome & 16 conference hotels	**3:45pm – 6:45pm** Continuous shuttle service every 10-15 minutes between Georgia World Congress Center Halls A-C, Georgia Dome & 16 conference hotels	**4:00pm – 6:00pm** Continuous shuttle service every 10-15 minutes between Georgia World Congress Center Halls A-C, Georgia Dome & 16 conference hotels	
				7:00pm – 11:00pm	

Event Conduct

Microsoft Ignite Event Code of Conduct

Microsoft's mission is to empower every person and every business on the planet to achieve more. This includes at Microsoft Ignite where we seek to create a respectful, friendly, and inclusive experience for all participants.

As such, we do not tolerate harassing or disrespectful behavior, messages, images, or interactions by any event participant, in any form, at any aspect of the program including business and social activities, regardless of location.

We do not tolerate any behavior that is degrading to any gender, race, sexual orientation or disability, or any behavior that would violate Microsoft’s Anti-Harassment and Anti-Discrimination Policy, Equal Employment Opportunity Policy, or Standards of Business Conduct. In short, the entire experience at the venue must meet our culture standards.

We encourage everyone to assist in creating a welcoming and safe environment. Please report any concerns, harassing behavior, or suspicious or disruptive activity to venue staff, the event host or owner, or the nearest security guard or event staff.

Microsoft reserves the right to refuse admittance to, or remove any person from Microsoft Ignite at any time in its sole discretion.

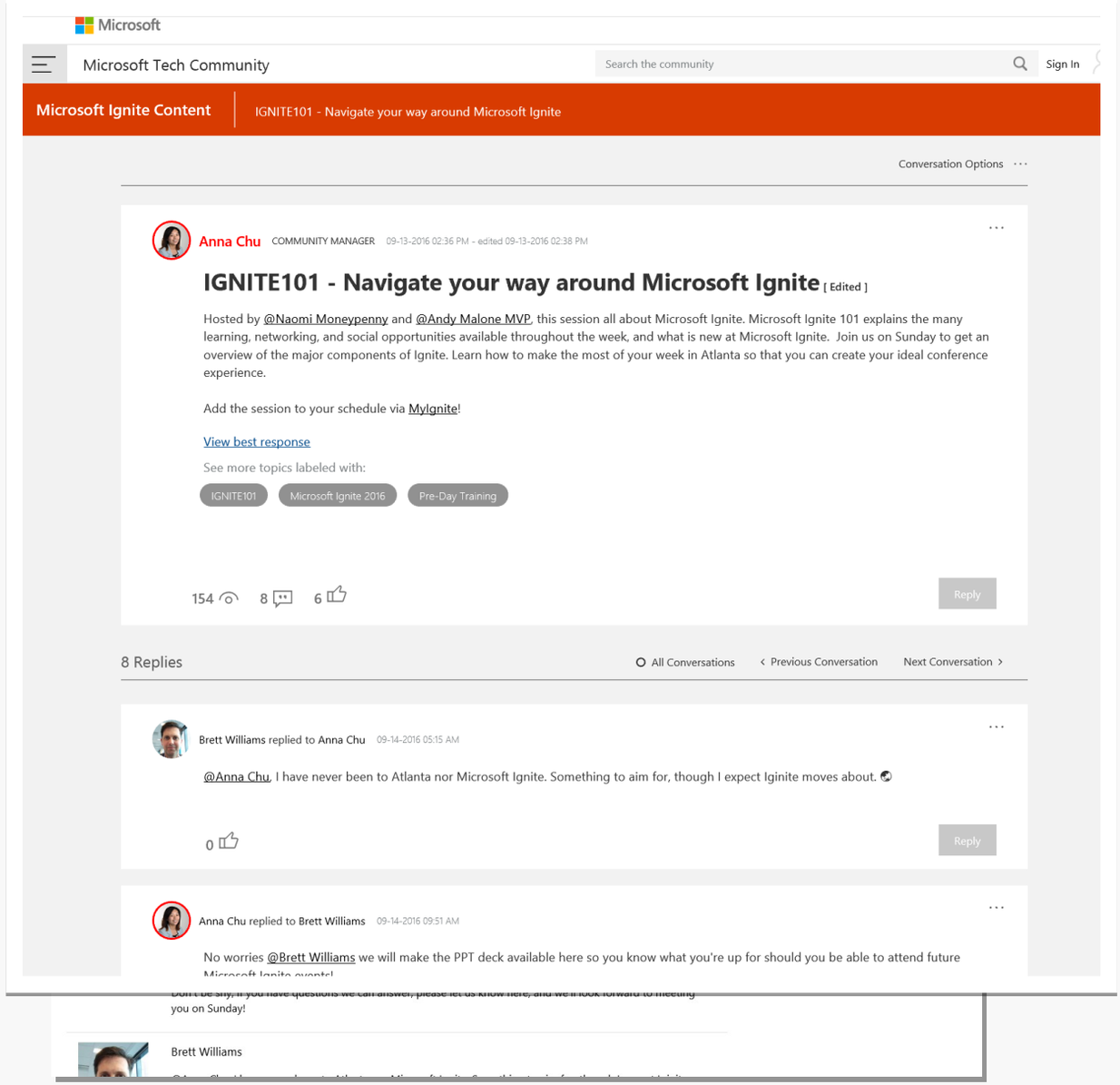
Join the conversation

Want to engage with speakers and fellow attendees on a specific session or topic? Need a place to direct questions online after you attend a session?

A conversation is aligned to each MS Ignite session! Get involved in the conversation at Microsoft Ignite – ask questions, seek advice and get to know the people who are delivering sessions!

1. Join the Microsoft Tech Community https://techcommunity.microsoft.com
2. Create a new account (if you are not already a member)
3. Search for a session by session code e.g. BRK1007
4. Post a question or comment in the discussion, watch session recordings or download the deck!

Discussions will be connected to MyIgnite app! You can go to



Action Items

TODAY: Build your schedule for the week at http://myignite.Microsoft.com

TODAY: Download the Mobile App at https://aka.ms/ignite.mobileapp

THIS WEEK: Join the Tech Community discussion at http://techcommunity.Microsoft.com

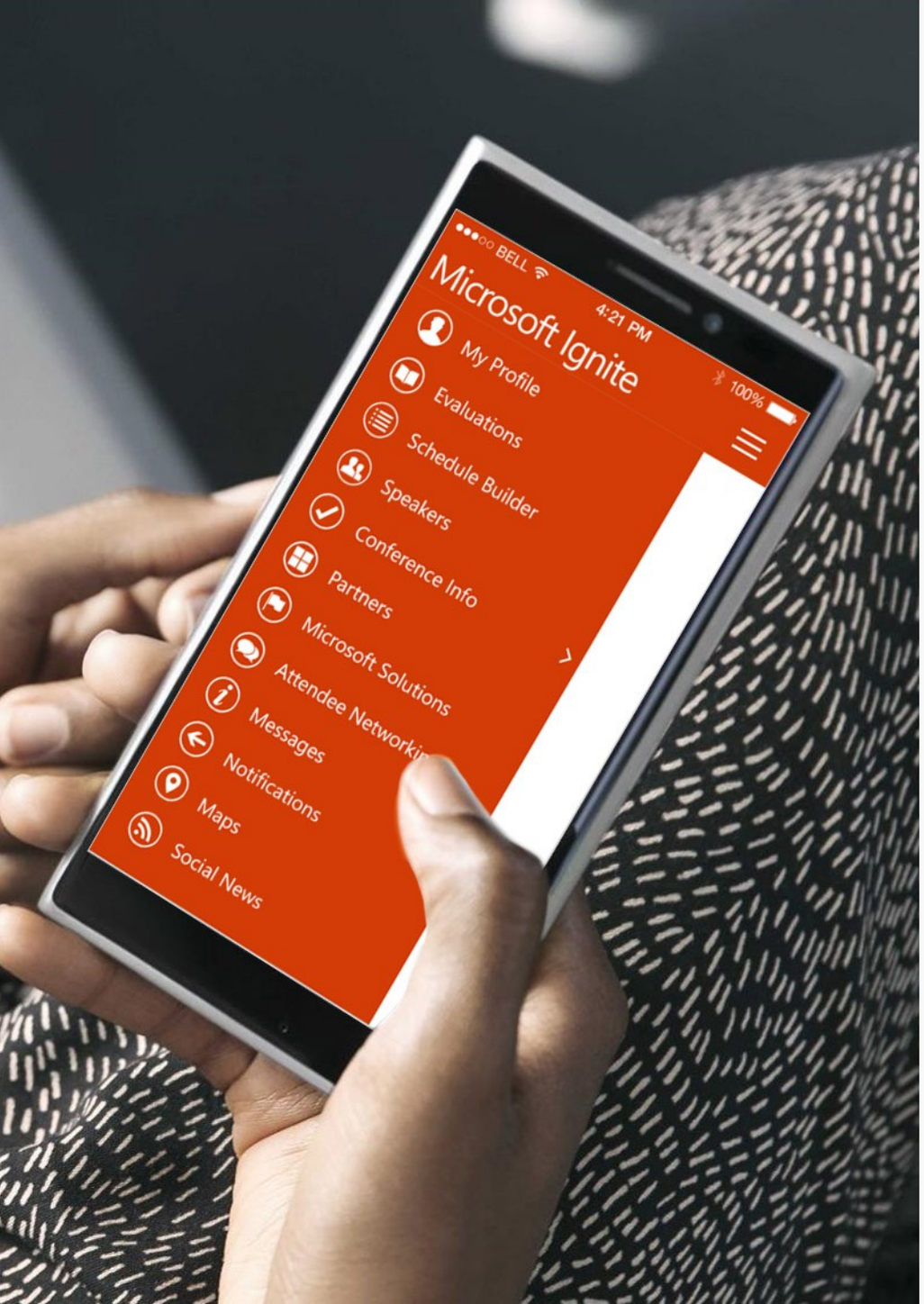
Naomi's Top 10 Ignite Tips

1. Use Office Lens & OneNote to take collaborative no
   capture photo highlights to share with colleagues i
2. Use Ignite App to connect with each other
3. Find experts all the time – search & get answers
4. Theater sessions in expo hall (mostly) not recorded
5. Create Playlists to help target sessions for different roles, or to rewatch later and share with others
6. Say Hello first – we're here and we're all on the geek spectrum!
7. Hydrate at every opportunity
8. Party responsibly - remember everything lives forever on social media
9. Continue the conversations on Microsoft Tech Community all

Andy's Top 10 Ignite Tips

1. Don't try and catch every Breakout session (They're Recorded)
2. Don't be Late to Sessions!
3. Please remember, your feedback helps make the event better
4. Solve Problems by chatting to the MS Boothbab
5. Get Certified & Save 50% Off the price of exam
6. Take the Hands on Labs, They're awesome!
7. Grab the FREE Swag!
8. Be Sociable, Make Friends & New Contacts!
9. Attend the Party!
10. Don't forget to attend my sessions:-)

Questions?



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From your phone download and use the Ignite Mobile App by scanning the QR code above or visiting https://aka.ms/ignite.mobileapp

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